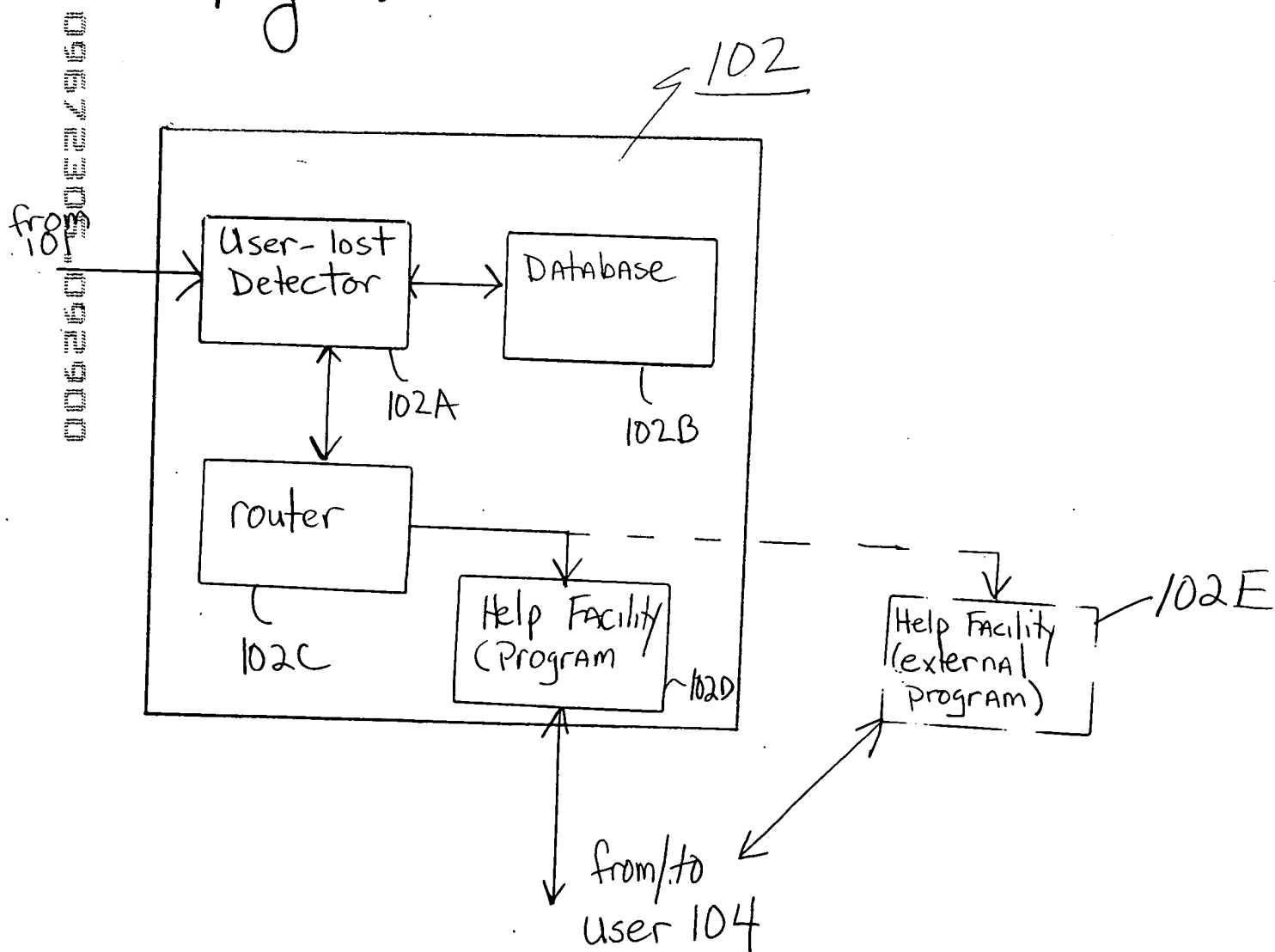


Fig. 2



Start

301 - User visits the shopping site and registers or starts browsing the eStore aisles.

302 - Has the user turned off the eStore assistant?

YES

Let the user shop in peace

3017

NO

303 - User navigates the eStore by clicking on various categories, issues search requests etc.

304 - The eStore assistant keeps track of these and has an algorithm that suggests that the user is lost

305 - Does the user seem lost?

NO

YES

306 - Start a software program (could be a chat program) asking the question "can I help you?"

3.00

Fig. 3

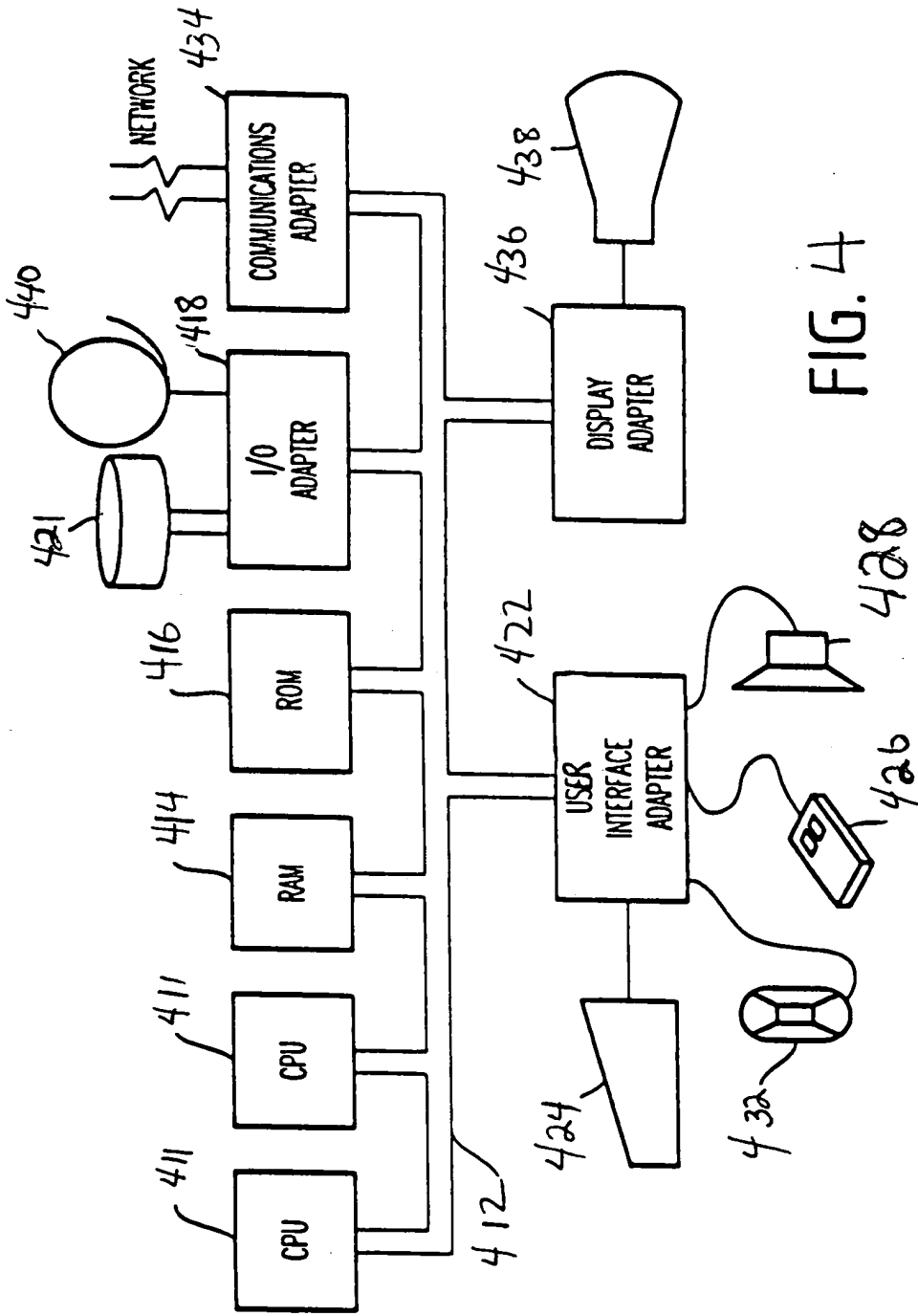
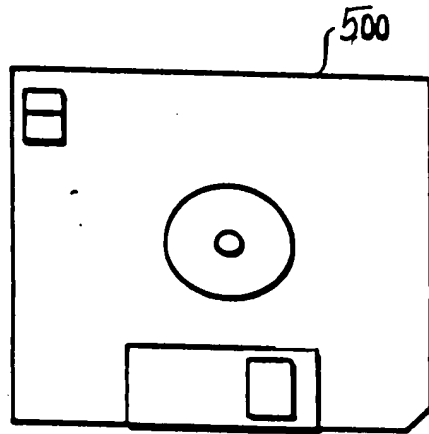


FIG. 4

FIG. 5



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